

COUNCIL COMMUNICATION

TO : THE CITY COUNCIL
FROM: THE CITY MANAGER'S OFFICE

COUNCIL MEETING DATE
JULY 19, 1989

SUBJECT: REQUEST FOR PERMISSION TO OPERATE CERTIFIED FARMERS' MARKET

PREPARED BY: City Manager


RECOMMENDED ACTION: That the City Council hear a request for permission to operate a Certified Farmers' Market in downtown Lodi and take action as deemed appropriate.

BACKGROUND INFORMATION: The City was approached about two months ago with a request to favorably consider the operation of a Certified Farmers' Market. I so advised the City Council with a memo, a copy of which is attached (Exhibit A). The contact people were Dan Parises and John Borelli. A few days after the initial contact I received a written proposal which was, in their words, "a VERY ROUGH draft of the overall plan that is being considered." I then had no further contact with either the Farmers' Market people or the Lodi Downtown Business Association until Tuesday, July 11 at which time Mr. Parises requested that the first Farmers' Market be held Thursday, July 20. I asked him if it could be delayed at least a week to give the City Council and staff a little time to work out the details. Both organizations have agreed and would now like to stage the first market the evening of July 27, 1989. The City Attorney is now working on the necessary agreements and insurance requirements.

Specifically, the request is to operate the market for a four-week trial period on School Street, most likely between Elm and Walnut streets, from 6:00 p.m. to 8:30 p.m. on Thursdays. This will necessitate blockading School Street from approximately 5:30 p.m. to 9:00 p.m. The key departments involved - Police, Fire, and Public Works - have no problem with this request as long as adequate access for emergency vehicles is maintained. There will also be live music and one or more food booths.

Mr. Parises and Mr. Fred Maragliano, who is the Market Manager for the Stockton Certified Farmers' Market Association, will be in attendance at Wednesday night's meeting to present this request. A Certified Farmers' Market permits only those farmers who have been certified by the County Agricultural Commissioner to offer for sale fruits, nuts and vegetables. The program is the result to enabling legislation put into effect about ten years ago. There are a number of these associations up and down the state. The program is to serve a dual purpose. One is to provide farmers with the opportunity to "direct market" their products. The other is to bring people into the downtown area to bolster the economy of that area.

Respectfully submitted,


Thomas A. Peterson
City Manager

TAP:br

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EXHIBIT A

MEMORANDUM

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TO: The Honorable Mayor and
Members of the City Council

FROM: City Manager

DATE: May 16, 1989

SUBJ: Farmers' Market Proposa?

The Lodi Downtown Business Association (LDBA) is exploring the possibility of sponsoring a Certified Farmers' Market in downtown Lodi every Thursday evening from 6:00 p.m. to 9:00 p.m. The contact people to date have been John Borelli and Dan Parises. They are unsure of the start and end dates at this time. The market would be operated by the Stockton Certified Farmers' Market Association which is licensed by the State of California to coordinate such activities. The proposal calls for the barricading of School Street each Thursday evening at 5:00 p.m., with the removal of the barricades at approximately 9:30 p.m.

The Hutchins; Street Square Foundation Board recently advanced a similar proposal for a Farmers' Market at the Square and were turned down by the Board of Directors of the Certified Farmers' Market Association. The Farmers' Market Board felt there would not be sufficient interest and support of such an operation in Lodi. Perhaps LDBA's request will be viewed in a more favorable light.

There are a myriad of details to be resolved by the LDBA before such an operation can be successfully launched, assuming that the Farmers' Market wants to come here. I will be discussing this proposal with those department heads whose operations would be affected as well as the City Attorney, and will keep the City Council apprised.

TAP:br

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